

## TWO COMMUNITIES GET VISION IOWA AWARDS IN AUGUST

The state's Vision Iowa board made awards to projects in Davenport and Maquoketa at their meeting in August. The group gave a \$20 million grant to Davenport's River Renaissance on the Mississippi project. Maquoketa received a \$143,649 grant to assist the creation of a fine arts center.

Davenport's award came from the Vision Iowa program that provides financial assistance for the development of major projects costing more than \$20 million. The state's investment will assist the creation of the \$113 million project that is made up of three parts. The River City Music Corridor includes expansion of the Adler Theatre, renovation of the Redstone Building and development of a River Courtyard and Rhythm City Skywalk Bridge. The Arts Corridor includes construction of the Figge Arts Center, development of an Arts Walk and construction of parking facilities. The New Economy Corridor includes the construction of an AgTech Venture Capital Center and additional parking.

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## IT'S A WINNER!

Congratulations to the Amana Colonies CVB. Their booth was named best of the nearly 30 exhibits in the Iowa Tourism Building at the Iowa State Fair. The CVB will receive one free display area for the 2002 fair.



*Iowa Department of Economic Development Director C.J. Niles (left) joined Nola Moser at the Amana Colonies' award winning exhibit. Nola is a volunteer for the Amana Colonies CVB.*

## LT. GOVERNOR HELPS OUT AT FAIR

Lt. Governor Sally Pederson spent part of her time at the Iowa State Fair touring the Iowa Tourism Building. During her visit, she worked in the Iowa Tourism Office's booth, handling questions from curious travelers. She also walked around, visiting with many of the exhibitors.



## TOURISM CONFERENCE TAKES PLACE IN OCTOBER

With little more than one month remaining before the 2001 Iowa Tourism Conference begins, nearly 400 people are registered to attend the

annual event. This is what you should know before you go:

### Sunday networking event

A special event this year is attracting the attention of hundreds of people who plan to arrive for the conference a day early. Sponsored by the Isle of Capri, a special evening networking session is scheduled for Sunday, October 21 from 5:00-8:00. Rock-n-roll hall of fame member Bobby Vee will provide entertainment, and dinner is included. The fee to attend the event is \$20 and attendees are required to register in advance.

### Silent auction update

Dozens of people have committed to donating packages and items to the silent auction at the Tourism Conference. Remember that Iowa Tourism Office Publications Manager Kathy Bowermaster must receive donated items by

September 15. If you have not already, please send the item to Kathy at: Iowa Tourism Office, 200 E Grand Ave., Des Moines, Iowa 50309.



### Scholarship deadline

Flora Schmidt, former Manchester Chamber of Commerce director, has again generously agreed to sponsor one college student's registration to the Tourism Conference. The Iowa Tourism Office is currently accepting applications from students who are interested in receiving the Flora Schmidt Scholarship.

Contact Tourism Office Program Manager Lonie Mezera at 888-472-6035 or send an e-mail to: [lonie.mezera@ided.state.ia.us](mailto:lonie.mezera@ided.state.ia.us) with questions or to request a scholarship application. Applications are due September 15.

### Head to the Web

Check out the Travel Industry section at [www.traveliowa.com](http://www.traveliowa.com) for more details about the conference. Or call 888-472-6035 with additional questions. ■

## CHRISTIE VILSACK SIGNS COOKBOOKS, GREETS FAIRGOERS

The Iowa State Fair is known for food. This year Iowa's first lady, Christie Vilsack, gave fairgoers a chance to try their hand at creating award-winning dishes at home. Mrs. Vilsack signed copies of her cookbook, "Fresh From Terrace Hill," at various times during the event. Members of the Terrace Hill Foundation staffed an exhibit throughout the fair where they sold copies of the cookbook and told curious travelers about Terrace Hill, one of the state's most historic homes. ■



# IDED INTRODUCES CHANGES



In August 1, the Iowa Department of Economic Development adopted internal changes that will allow the agency to better serve its two base customers:

communities and businesses. As part of the change, the Iowa Division of Tourism merged with the Community and Rural Development Division to form Community Development. The Iowa Tourism Office is a section within the Division. Sandy Ehrig will lead the Division, while Nancy Landess will continue to manage the Tourism Office. Tourism staff will continue in the same capacities, and industry members will still work with the staff as usual.

Also merged were the Division of Business Development and the International Division to form a refocused Business Development section, integrating state, national and global development efforts.

An additional change was the creation of an agency-wide communication team. This team is made up of eight communications staff people who specialize in program areas. Iowa Tourism Office Public Relations Manager, Shawna Lode, is part of this team, which is led by IDED Communications Manager, Nancy Pedersen. Shawna's responsibilities in the Tourism Office remain unchanged.

The impetus for the reorganization was to focus on the agency's mission that was adopted by the IDED Board of Directors in March: "To work with businesses and communities to improve the economic well-being and quality of life for Iowans."

"We have often worked hand-in-hand with community developers," IDED Director C.J. Niles said. "This reorganization removes any internal boundaries and recognizes the importance of tourism as a key to the success of our Iowa's communities."

Contact Sandy Ehrig with questions or comments about the Community Development Division. She can be reached at 515-242-4780 or [sandy.ehrig@ided.state.ia.us](mailto:sandy.ehrig@ided.state.ia.us). ■

# CAT APPLICATION TRAINING

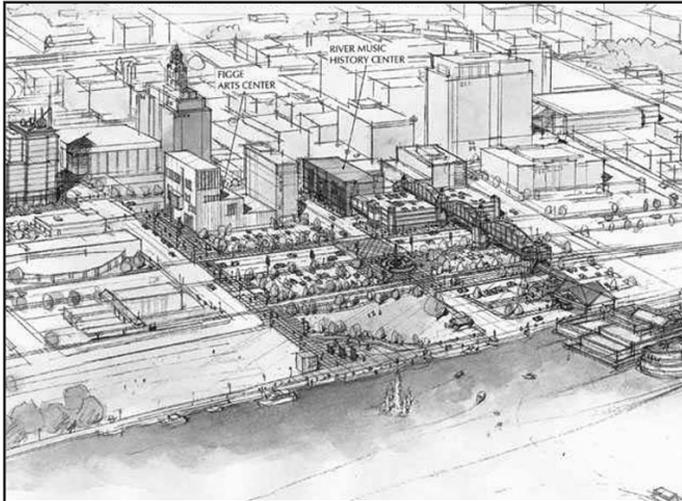
The state's Vision Iowa board is extending a helping hand to organizations that plan to apply for funding through the Community Attraction and Tourism program. The board will host a CAT training session on September 5 from 10:00 to 11:30. During the session, Susan Judkins, Vision Iowa program coordinator, will explain recent changes to the CAT application and review parts of the application that have most frequently raised questions from applicants. Participants will also have an opportunity to ask questions. The training will be held on various ICN sites around the state.

Organizations may submit CAT applications on or before one of three deadlines in fiscal year 2002. Those deadlines are October 1, December 31 and April 1. This training session will not address the Vision Iowa application. To learn more, contact Susan at 515-242-4870 or [susan.judkins@ided.state.ia.us](mailto:susan.judkins@ided.state.ia.us).

## ICN classroom sites:

- Keystone Area Education Agency, Elkader
- Iowa Central Community College, Fort Dodge
- Waverly - Shell Rock Community High School, Waverly
- Clinton Community College, Clinton
- Muscatine Community College, Muscatine
- DMACC - Carroll Campus, Carroll
- Le Mars Community High School, Le Mars
- Corning High School, Corning
- Oskaloosa High School, Oskaloosa
- North Iowa Area Community College, Mason City
- Kirkwood Community College, Cedar Rapids
- Department of Economic Development, Des Moines
- Spencer High School, Spencer
- Keokuk High School, Keokuk
- Eastern Iowa Community College District, Davenport
- Shenandoah High School, Shenandoah
- Moravia High School, Moravia
- North Winneshiek Jr-Sr High School, Decorah ■

Vision Iowa — continued from page one



Davenport's River Renaissance

“This project will have a positive impact for the people of the Quad Cities and the state of Iowa,” Governor Tom Vilsack said. “It will spur development in downtown Davenport by creating 543 new jobs and \$76.5 million in new capital investments. I am proud of Davenport’s efforts to raise the necessary funds locally to make this project a reality. This is the kind of growth Iowa needs to recruit and retain residents.”

Maquoketa’s grant came from the Community Attraction and Tourism program, which provides funding for smaller projects. The Maquoketa Fine Arts Center will include a 700-seat auditorium, large reception hall and art display area. It is scheduled to open in 2003. The state’s funding is contingent upon the community of Maquoketa raising an additional \$250,000 locally. ■

## TOURISM OFFICE INTRODUCES WEEKLY COLUMN



In August, the Iowa Tourism Office launched a new initiative to promote Iowa’s travel opportunities to residents around the state. Each week the Tourism Office will send an informational column to small-market newspapers in Iowa. The columns vary in topic, although each promotes a different aspect of travel. Each column is posted in the media center at [www.traveliowa.com](http://www.traveliowa.com) and includes a link to a related photo. Media and industry members are free to reproduce the columns and photos in their publications. ■

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